

## PERSONAL PROFESSIONAL AMBITIONS AS A SOCIAL PROBLEM

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The article deals with the problem of professional ambitions which is an important item in the aspect of employee's formation of adequate perceptions about his/her own role in the profession and self-conscious determination of professional perspective. Life ambitions are determined as a model of desirable future life, active, emotional, sustainable, purposeful and specific attitude to oneself and one's environment which is caused by defeats and victories. The article shows the connection of life ambitions with the social efficiency of the individual who is considered as a subjective formation depending on the personal attitude to the public opinion about them, the focus on personal success or conformism. It is proved that the adequacy of the claims depends on the paradigm which is "the claim is the success".

Achieving the success involves the development of self-esteem, autosympathy, lack of experience of chronic shame, stable value-sense sphere, a positive emotional background to their past and present, the absence of excessive demands on themselves, the development of identity. Life ambitions can be ascertaining (outline the individual qualities of the subject) or promising (outline the area of their opportunities: mistakes, failures, achievements, successes, difficulties, obstacles).

It has been found out that the life ambitions are detailed in the personal professional ambitions which can be divided into the choice of profession, employment, professional realization and actualization ambitions. A specific type of professional ambition identifies a specialist's career ambitions which are associated not only with the expected subjective achievements in the profession but also act as indicators of the importance of the group. It is proved the social relevance of personal professional demands as their ability to clearly realize their own readiness for professional activity, resources that will help to realize them in the professional environment as well as an operational picture of the labor market in the chosen industry which is reflected in the requirements of employers.

The conclusion has been made about the social importance of the adequate personal professional demands. It is the personal ability to pursue goal-setting in professional realization, taking into account obstacles and successes in one's own activity as well as external requirements.

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